

# Elevator Pitch

“Hi, my name is [Your Name] and I’m the [job role] for [Team Name]. We are going to create a [ ] which [target market] can use to [what will your product do do]. This means that [problem you are solving]. Unlike the competition, [what makes your product different/more effective/special].”

End it with a tagline or something to make them remember you – examples “Nike: Just Do It” “Apple: Think Different” “Got Milk” “Because you’re worth it”

## Tips:

- Shake hands
- Make eye contact
- **Practice over and over – practice with teammates, classmates, family, friends – anyone who will listen!**
- Use a notecard until it is perfectly memorized – it is better to glance at a notecard than to leave out important information
- Be ready to answer follow up questions about your product

## Extra Resources:

<https://www.youtube.com/watch?v=-oAojhfyXI8> (Video)

<https://www.mindtools.com/pages/article/elevator-pitch.htm> (Article)

<https://articles.bplans.com/the-7-key-components-of-a-perfect-elevator-pitch/> (Video & Article)